

# PUBLIC RELATIONS JOURNAL INDEX • VOLUME 32 • 1976

THIS INDEX covers articles which have appeared in the PUBLIC RELATIONS JOURNAL from January through December 1976.

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On our campus, these releases are posted on many departmental bulletin boards in various buildings around the campus. You may wind up with a greater on-campus circulation than that

to media contacts, but the expense is justified because those on campus know first what is happening.

8. *Be prepared to operate off campus.* Have some emergency provision that will guarantee you can function and remain in control of the news.

Make an inspection now. Check your communications chain and find the weak links. Try adding some of these suggestions to your existing public relations program and you'll find that communications and morale improve on your campus, and equally important, you'll be prepared for disaster.

However, don't forget, the public relations officer is the strongest link in the communications chain. You should be the official spokesman for the college and must be kept informed of every development on campus. You must be

privy to all meetings and have access to every administrative officer without delay. Then, and only then, can your college administration communicate.

*Dr. Wilkens, APR, is associate professor of marketing, Shippensburg State College, Shippensburg, PA, where he formerly served as public relations director.*

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